



**DEPARTMENT OF THE NAVY**  
**NAVY RECRUITING COMMAND**  
**5722 INTEGRITY DR.**  
**MILLINGTON, TN 38054-5057**

COMNAVCRUITCOMINST 5160.1  
N4/N5  
30 APR 02

COMNAVCRUITCOM INSTRUCTION 5160.1

From: Commander, Navy Recruiting Command

Subj: ESTABLISHMENT/DISESTABLISHMENT OF OFFICER (NORS) AND  
ENLISTED RECRUITING STATIONS (NRS) AND ZONE SUPERVISOR  
OFFICES (Z/SUP)

Ref: (a) DOD Directive 5160.58  
(b) COMNAVCRUITCOMINST 1133.6  
(c) COMNAVCRUITCOMINST 5400.1  
(d) COMNAVCRUITCOMINST 5400.2

Encl: (1) Facility Manning Plan  
(2) NRS Manning Plan Process  
(3) Establishment of New Officer Recruiting Station  
(4) Establishment of New Recruiting Station  
(5) Establishment of New Zone Supervisor Office  
(6) Station Closure Process

1. Purpose. To provide guidance for establishment and  
disestablishment of recruiting facilities.

2. Discussion. Navy recruiting facilities are established and  
maintained based on Billets Authorized (BA). Minimum occupancy  
for new stations will be three years. Authorized billets for a  
Navy Recruiting District (NRD) are determined by the NRD share  
of recruiters based on the total number recruiters for  
COMNAVCRUITCOM on the DD Form 804, Military Personnel  
Procurement Resources Report.

3. Definitions. The following terms are used in this  
instruction:

a. Facility Plan Process. Spreadsheet prepared and  
distributed to Regions and NRDs by the Demography Division (N52)  
of all recruiting stations in Recruiting Facilities Manning  
Information System (RFMIS). It includes the manning allocation

and new manning requested as well as comments based on NRD BA changes. A sample Facility Manning Plan is provided in enclosure (1).

b. Windows Version of Standardized Territory Evaluation and Analysis Marketing (WINSTEAM). Navy's primary tool for making decisions on personnel placement and setting goals at the NRD zone and station levels.

c. Recruiter Assignment Factor (RAF). The number of recruiters a station may support based on market analysis from WINSTEAM.

d. Billets Authorized (BA). The number of recruiters Congressionally supported at COMNAVCRUITCOM based on the DD Form 804.

e. DoD Recruiting Facilities Program (RFP). Annual program that specifies the recruiting facility actions necessary to acquire and maintain the minimum number of facilities at the lowest cost adequate to support the recruiting missions of the Military Services.

f. Recruiting Facilities Maintenance Program (RFMP). Annual program that allocates funds for maintenance actions such as relocations, expansions, new offices and upgrades in Navy recruiting facilities.

g. Recruiting Facilities Management Information System (RFMIS). Management information system used to support cost-effective planning, programming, budgeting, and program/budget execution of the DoD Recruiting Facilities Program.

h. Delineated Area. Zip codes that include demographics within a station's recruiting boundaries that provide optimum locations for the sole purpose of making goal.

i. LiveLink. An electronic repository of data. LiveLink consists of users and groups, including the NRD Logistics Supply Officer (LSO), to collaborate on projects by utilizing shared information related to Lease or Facility Data and Planned Actions.

j. Navy Recruiting Station (NRS). Navy recruiting facilities that are normally in operation five or more days a week for production recruiters.

k. Navy Officer Recruiting Stations (NORS). Navy recruiting facilities that are normally in operation five or more days a week for production recruiters whose sole mission is to recruit individuals for Officer Programs.

l. Zone Supervisor Offices (Z/Sup). Infrastructure to supervise NRS's within a recruiting boundary and to provide training for the Recruiters in Charge (RinC).

#### 4. Responsibilities

a. Office of the Assistant Secretary of Defense (OASD) Facilities Maintenance Program (FMP) has cognizance over the recruiting facilities program as directed by reference (a). OASD FMP shall:

(1) Serve as Chairman of the Joint Recruiting Facilities Committee (JRFC).

(2) Provide annual RFMP program funding limit to HQ COMNAVCRUITCOM.

(3) Maintain final approval authority over requests to establish new offices, relocate and/or expand facilities based on authorized billets identified on the DD Form 804.

b. Joint Recruiting Facilities Committee (JRFC). The JRFC is comprised of a voting member of each Headquarters Recruiting Command. The committee is responsible for establishing joint policies governing the management of recruiting facilities.

c. Staff Civil Engineer (SCE). The SCE, Human Resource and Logistics Department (N42) has the overall responsibility for the Navy's Recruiting Facilities Program. The SCE shall:

(1) Serve as voting member of the JRFC.

(2) Oversee program management.

d. Recruiting Facilities Program (RFP) Program Manager. The RFP Program Manager shall:

(1) Provide guidance for and supervision over the development of the Navy RFP. Evaluate and monitor Navy's RFMP program limit to ensure optimum use of funding.

(2) Monitor U.S. Army Corps of Engineers (USACE) District performance in achieving program execution and program objectives.

(3) Function as Headquarters point of contact for tracking funding and execution of the RFMP. Maintain an efficient, effective RFP that provides a high level of mission support and customer satisfaction.

(4) Serve as acting voting member of the JRFC in the absence of the SCE.

e. N52 shall:

(1) Provide guidance for and supervision over the development of the WINSTEAM program.

(2) Monitor NRD performance in achieving accurate market information to establish RAF.

(3) Provide guidance for the Facility Manning Plan (enclosure (1)).

(4) Provide guidance for and supervision over the development of the OPO marketing program.

(5) Provide timely approval or disapproval of new office actions and station closure actions based on market assessment.

f. NRD Facility Manager shall:

(1) Manage an effective and efficient RFP program at the NRD level that provides high level of customer satisfaction.

(2) Serve as the facilities point of contact for all stations, the COMNAVCRUITCOM RFP Manager and USACE Realty Specialist.

(3) Coordinate all requests for new offices with the NRD CO, XO, OPO, EPO and/or CR for NRD approval.

g. U.S. Army Corps of Engineers (USACE). The U.S. Army Corps of Engineers is the executive agent for the RFP. USACE Districts are responsible for executing all aspects of the program.

## 5. Procedures and Processes

a. NRS Manning Plan Process (enclosure (2)). The Station Manning Plan Process accomplishes two main functions:

(1) Identifies requirements for new stations, relocations, reductions, expansions and closures based on market analysis.

(2) Serves as the basis for alignment of manning and square footage for COMNAVCRUITCOM recruiting stations.

### **Facility Manning Plan**

⊕ **Step 1:** NRD submits Facility Manning Plan to Plans Analysis and Research Department (N5). A facility manning plan will be requested by COMNAVCRUITCOM (N5) when:

- The total number of authorized billets for recruiters change.
- COMNAVCRUITCOM realigns existing authorized billets among NRDs.
- NRD reallocates NRS manning.

NRD will utilize the WINSTEAM program to generate station RAF based on market data as outlined in reference (b).

⊕ **Step 2:** N52 reviews facility manning plan and analyzes each submission to ensure:

- The total number of recruiters assigned (RinC and below) does not exceed the number of authorized billets at each NRD.
- Stations are manned between two and six recruiters including the RinC. Stations that are manned with less than two and greater than six recruiters will require an exception to policy waiver and will be evaluated on a case-by-case basis. All RinC's will be considered when evaluating the size of the market (RAF) and the number of personnel that should be assigned to a recruiting area. N52 formulates plan for approval by Executive Staff (00) and will provide N42 with the approved plan.
- Space is available for Z/Sups, Officer Recruiters,

Enlisted Recruiters and RinCs, District Trainers or any other recruiting personnel in Navy Recruiting facilities.

⊕ **Step 3.** N42 validates manning plan against the RFMIS. N42 enters manning changes into RFMIS and identifies potential square footage discrepancies to NRDs.

⊕ **Step 4:** NRD reviews discrepancies and determines if remedial actions need to be programmed through the RFP.

b. RFP Process (enclosures (3), (4) and (6)). The RFP process accomplishes three main functions:

(1) Maintaining quality stations that promote a professional image.

(2) Locating and leasing suitable facilities in areas that maximize the ability to make goal.

(3) Establishing new offices necessary for optimum performance.

#### **RFP Process**

⊕ **Step 1:** NRD Facility Manager coordinates requests for new stations. Between December-January the RFMP will be entered in RFMIS by the NRDs. The NRD facility manager will coordinate requests for new stations through the CO, XO, OPO, EPO and/or CR. Actions are entered into RFMIS for execution in the next fiscal year.

⊕ **Step 2:** NRD determines the new station(s) authorized manning for officer NORS (enclosure (3)) and enlisted NRS (enclosure (4)) and identifies those stations that will be impacted by reduced or increased manning.

⊕ **Step 3:** The NRD determines requirements for NORS:

- Officer Recruiters can only be assigned to offices that have an established Unit Identification Code (UIC), per reference (c). (See enclosure (3)).

- Enlisted Officer Recruiters may be assigned to NORS at the discretion of the NRD CO.

- NRDs conduct Officer market analysis.

- N5 will provide appropriate market data analysis to assist NRD to determine an appropriate Zip Code for the new NORS and appropriate manning. (NORS may be established where high concentrations of college students cluster in zip codes away from the NRD.)

⊕ **Step 4:** NRD prepares justification packages which includes action summary sheet, delineated area, justification narrative and WINSTEAM District Summary Report analysis. The NRD facility manager will upload packages into LiveLink for review by N42 and N52.

⊕ **Step 5:** N42 reviews new station requirements to ensure compliance with the following policies:

- Collocation - COMNAVCRUITCOM promotes collocation of all production recruiting offices to the maximum extent possible where economically feasible.

- Minimum Time for Occupancy - Minimum occupancy for new stations will be three years.

- Manning - Authorized manning allowance will be maintained at the approved level for minimum of three years.

N42 will then consolidate all new office requests and prepare a routing paper for COMNAVCRUITCOM concurrence.

- In cases of reduced COMNAVCRUITCOM BA, an exception to minimum occupancy may be requested via N5 (See Disestablishment of Recruiting Station Process, enclosure (6)).

⊕ **Step 6:** Operations Department (N3) reviews new station requirements to provide comment as desired.

⊕ **Step 7:** N5 reviews consolidated new station packages and the operational impact of a new office on existing stations.

- N5 will review and analyze each new station request. Analysis factors that may impact station assignment include: Navy market shares, propensity for other military services, penetration of minority markets and comparison of Upper Mental Group (UMG - AFQT categories I, II & IIIA).

- N5 will analyze a NORS location using analysis factors that may impact station assignment.

### **Station Approval/Disapproval**

N5 will provide a decision for each new station to N423 to enter into RFMIS. NRDs will be notified of the decision by N42.

c. Establishment of New Zone Supervisor Office (enclosure (5)). The process to establish a new Z/Sup office occurs when a requirement for a new Z/Sup office is identified for management and training. The NRD will forward a request and justification through the Region CO to COMNAVCRUITCOM for approval.

#### **New Z/Sup Process**

⊕ **Step 1:** NRD identifies a requirement for a new Z/Sup office. Packages shall include:

- STEAM district summary inclusive of the new zone.
- The Z/Sup Office shall be located in the NRS as close to the center of the zone as possible.
- Once the Z/Sup office is established, it must remain in place for three years or until the lease expires.

⊕ **Step 2:** The Region Commander will review each request (reference (d)) and forward his or her recommendation to N42.

⊕ **Step 3:** N42 will review existing stations within the Z/Sup's boundaries to determine whether adequate excess space is available to collocate the Z/Sup within the NRS. N42 will forward a recommendation to N3.

⊕ **Step 4:** N3 will review recommendations and provide comments as desired.

⊕ **Step 5:** N52 will review recommendations and provide approval or disapproval of new Z/Sup office.

d. Disestablishment of Recruiting Station Process (enclosure (6)). Disestablishment or closure of a recruiting station is a result of either a change in production recruiter BA, or a change in territory or market.



**Disestablishment or Closure**

⊕ **Step 1:** NRD will provide N42 with a written request to close a station. Justification to close will identify those stations gaining both the territory and the manning.

⊕ **Step 2:** N42 reviews the closure request, determining whether closure is contractually feasible and complies with minimum occupancy policy of three years. N42 will prepare a recommendation to N52 for decision.

⊕ **Step 3:** N52 analyzes the request and prepares a decision. N52 will analyze the impact of station closure based on market data. N52 will determine whether station closure will adversely impact station two-six recruiter policies at gaining locations. N52 will provide decision to N423 to enter into RFMIS. N42 will notify the NRD of the decision.

⊕ **Step 4:** N42 will enter all approved closure requests into RFMIS and will contact the servicing USACE District for action.

⊕ **Step 5:** NRD coordinates closure with USACE. NRD will provide the servicing USACE District with the anticipated move out date. NRD LSO will coordinate the removal of all furnishings and is responsible for ensuring all communications have been turned off.

⊕ **Step 6.** USACE District executes closure action. The servicing USACE District will provide Lessor with a written notification to terminate the lease agreement. USACE District will be responsible for the termination of all support contracts to include utilities and janitorial services.

/s/  
W. S. SLOCUM  
Deputy

**Distribution:**

COMNAVCRUITCOM List

List IE Navy Recruiting Orientation unit (NORU)

List IIA Region Commanders

List IIIA Navy Recruiting Districts (NRD)

CNRC (N1, N3)

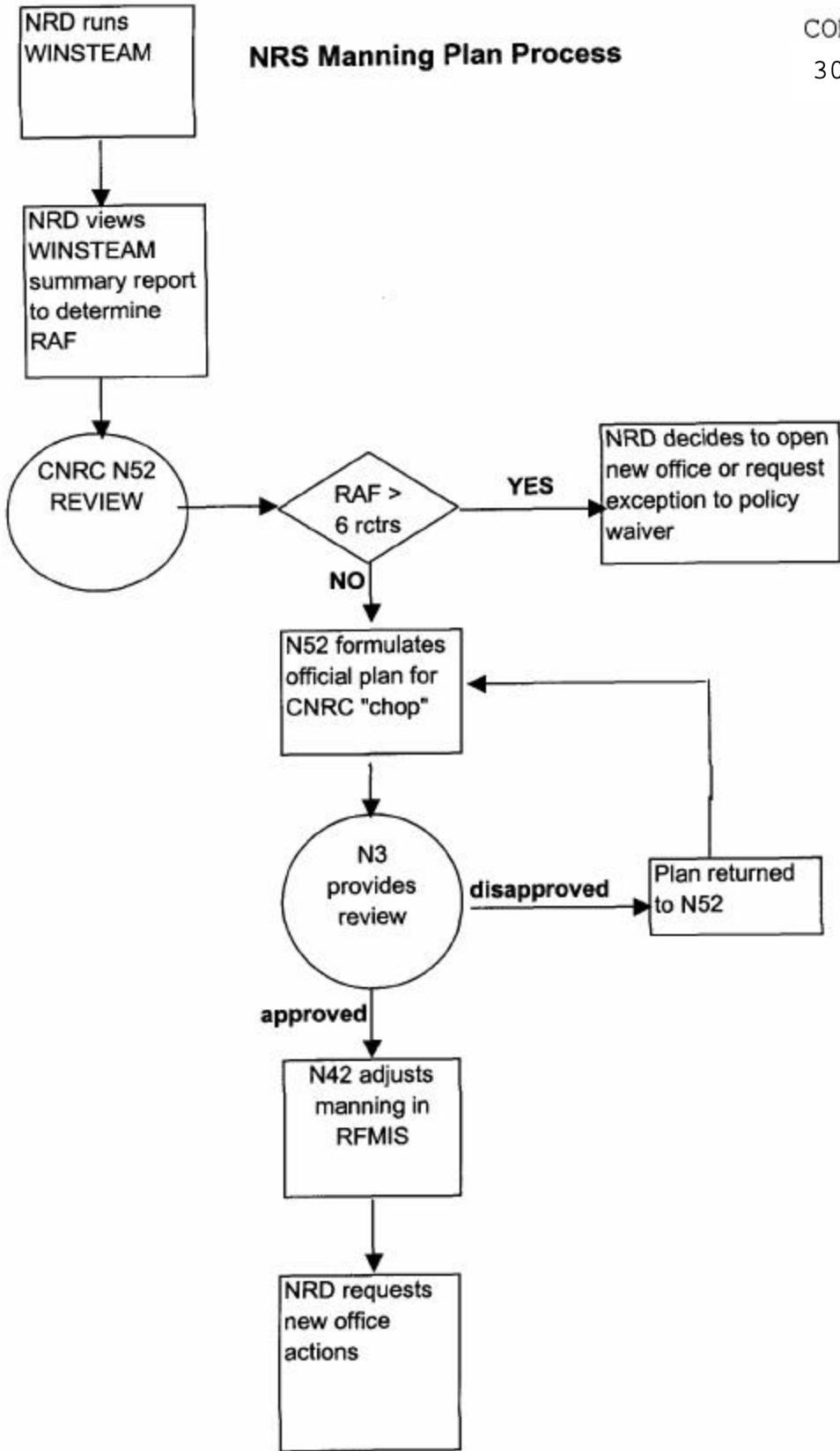
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## Facility Manning Plan

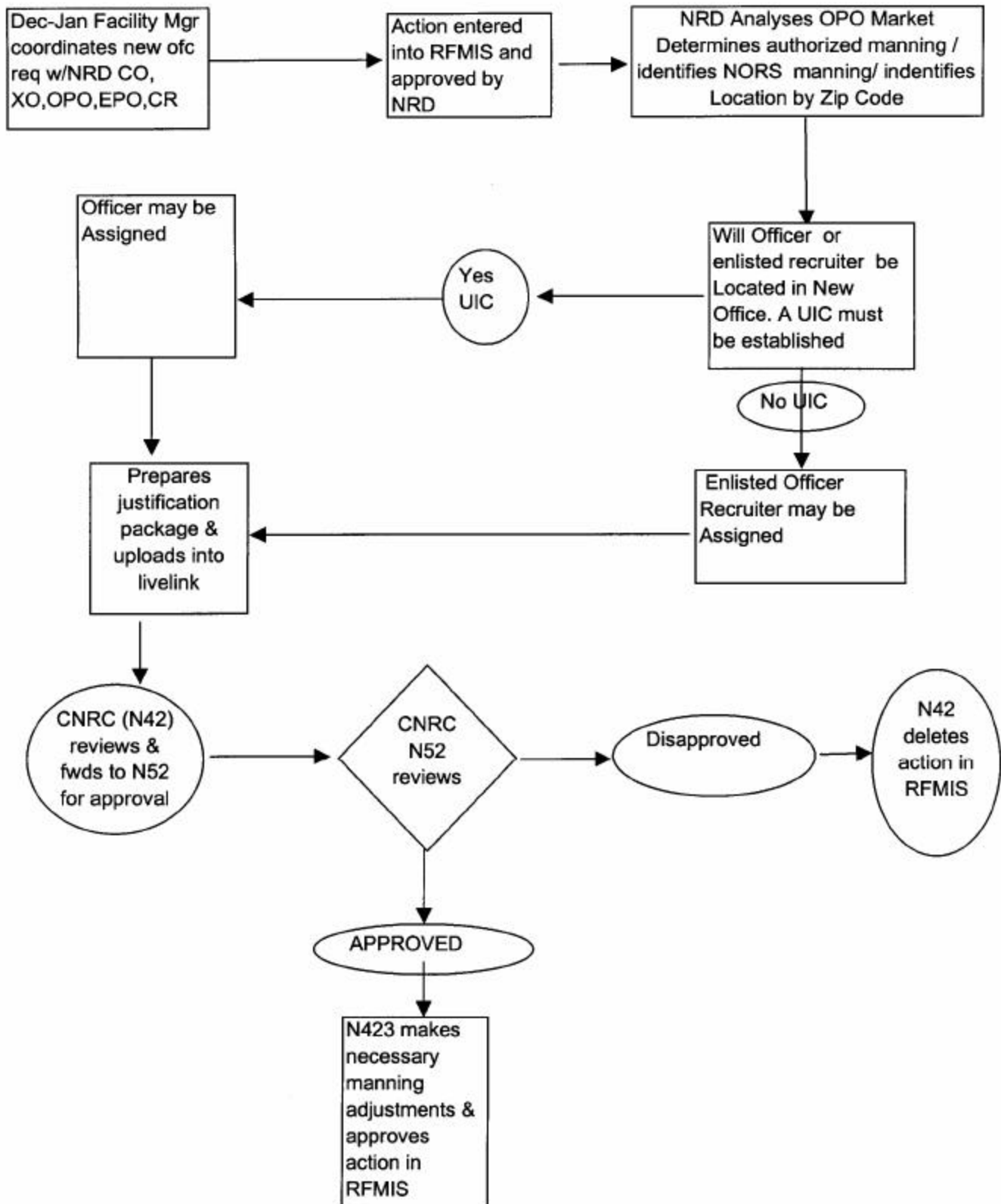
FAC NO	FAC TYPE	FAC NAME	ADDR 1	ADDR 2	CITY	ST	ZIP1	SVC IND	AUTH PERS	GROSS SPC AUTH	GROSS SPC ASSIGN	VEH	New Manning Requested	Comments
10400000	M	NRS NEW YORK	1975 EAST MEADOW		EAST MEADOW	NY	11554	N	39	9351	7200	12		
10400100	F	NRS SOUTH SEAPORT	1 BECKMAN STREET		NEW YORK	NY	10038	ANFM	3	654	750			
10400200	F	KINGS PLAZA	1978 FLATBUSH AVENUE		BROOKLYN	NY	11234	N	5	916	1100	3		
10400300	F	NRS HUNTINGTON	806 WALT WHITMAN RD		MELVILLE	NY	11747	N	2	564	700	3		
10401200	F	NRS FREEHOLD	CHADWICK SQUARE MALL	3333 RTE 9 N UNIT 16	FREEHOLD	NJ	7728	AN M	2	523	300	1		
10405300	F	NRS NEWTON	21-23 MAIN STREET		NEWTON	NJ	7860	ANFM	2	523	365	2		
10405500	F	NRS MONTCLAIR	255 BROAD STREET		BLOOMFIELD	NJ	7003	ANFM	5	916	780	2		
10406000	F	NRS MORRISTOWN	31 SOUTH STREET		MORRISTOWN	NJ	7960	AN M	3	654	605	4		
10406500	F	NRS FLATBUSH	1427 FLATBUSH AVE		BROOKLYN	NY	11210	N M	6	1139	637	3		
10407000	F	NRS FLUSHING	134-34 NORTHERN BLVD	1ST FLOOR	FLUSHING	NY	11354	N	4	785	1000	3		
10407200	F	NRS EAST ORANGE	576 CENTRAL AVE		EAST ORANGE	NJ	7018	AN M	6	1139	783	2		
10407500	F	NRS NEWARK	31 CLINTON ST		NEWARK	NJ	7102	AN	2	523	705			
10408000	F	NRS EAST BRUNSWICK	275A RTE 18		E BRUNSWICK	NJ	8816	ANFM	5	916	702	4		
10408100	F	NRS SOMERVILLE	145 WEST MAIN STREET	DOWNTOWN SOMERVILLE	SOMERVILLE	NJ	8876	ANFM	2	523	755	2		
10409000	F	NRS HEMPSTEAD	284 FULTON AVE		HEMPSTEAD	NY	11550	ANFM	4	785	387	2		
10410000	F	NRS PATERSON	200 FEDERAL PLAZA	21 CLARK STREET	PATERSON	NJ	7501	N	6	1139	668	3		
10410200	F	NRS BLOOMINGDALE	88 MAIN STREET		BLOOMINGDALE	NJ	7403	N M	2	523	605	0		
10410500	F	NRS NORTH PLAINFIELD	328 SOMERSET STREET		NORTH PLAINFIELD	NJ	7062	N	6	1139	614			
10410700	F	NRS NORTH BERGEN	7855 BOULVEARD EAST		NORTH BERGEN	NJ	7047	N	3	654	639			
10411000	F	NRS ELMHURST	91-31 QUEENS BLVD	GROUND FLOOR	ELMHURST	NY	11373	ANFM	6	1139	1321	3		
10411500	F	NRS RIDGEWOOD	67-09 FRESH POND RD		RIDGEWOOD	NY	11385	N	4	785	759			
10412000	F	NRS JAMAICA	166-30A JAMAICA AVE		JAMAICA	NY	11432	ANFM	6	1139	1025	3		
10412500	F	NRS RICHMOND HILL	103-47 LEFFERTS BLVD		JAMAICA	NY	11419	N M	3	654	365			
10414000	F	NRS LEVITTOWN	250 OLD COUNTRY ROAD		HICKSVILLE	NY	11801	ANFM	5	916	914	2		
10414500	F	NRS RED BANK	54-56-58 MONMOUTH ST		RED BANK	NJ	7701	ANFM	5	916	600	3		
10415000	F	NRS LONG ISLAND CITY	25-15 BRIDGE PLZ		LONG ISLAND	NY	11101	AN M	3	654	500	2		
10415500	F	NRS MELROSE	560 MELROSE AVE	1ST FLOOR	BROOKLYN	NY	10461	N	5	916	1000	2		
10416300	F	NRS HACKBETTS TOWN	217 WASHINGTON AVE W		WARREN	NJ	7059	N M	2	523	648			
10416400	F	NRS HARLEM	76 WEST 125TH ST	GROUND FLOOR	NEW YORK	NY	10027	ANFM	7	1270	1275	2		
10440800	F	NRS SHEEPSHEAD BAY	1323 AVE Z		BROOKLYN	NY	11229	N	5	916	612	5		
10480101	O	NORS ISELIN	485 RT 1 BLDG A	KOLL CORPORATE PLAZA	ISELIN	NJ	8830	N M	7	1138	0	7		
10490201	O	OPO METRO	170 BROADWAY STREET	SUITES 1408 & 1410	NEW YORK	NY	10271	NFM	9	1885	0	5		
10490102	I	Z/S LEVITTOWN	64 EAST SUNRISE HWY		LINDENHURST	NY	11757	N M	1	436	152	1		
10490202	I	Z/S BROWNSVILLE	1323 AVE Z		BROOKLYN	NY	11229	N	1	436	288	1		
10490302	I	Z/S SHOPWELL PLAZA	4012 WHITE PLAINS RD		BROOKLYN	NY	10475	N M	1	436	0	1		
10490402	I	Z/S JAMAICA	284 FULTON AVE		HEMPSTEAD	NY	11550	ANFM	1	436	200	1		
10490502	I	Z/S ELIZABETH	65 JEFFERSON AVE		ELIZABETH	NJ	7201	N M	1	436	300	1		
10490602	I	Z/S FREEHOLD	CHADWICK SQUARE MALL		FREEHOLD	NJ	7728	AN M	1	436	444	1		
10499188	C	NRP'S BROOKLYN	BUILDING 116		BROOKLYN	NY	11252	ANFM	14	0	0	1		

Enclosure (1)

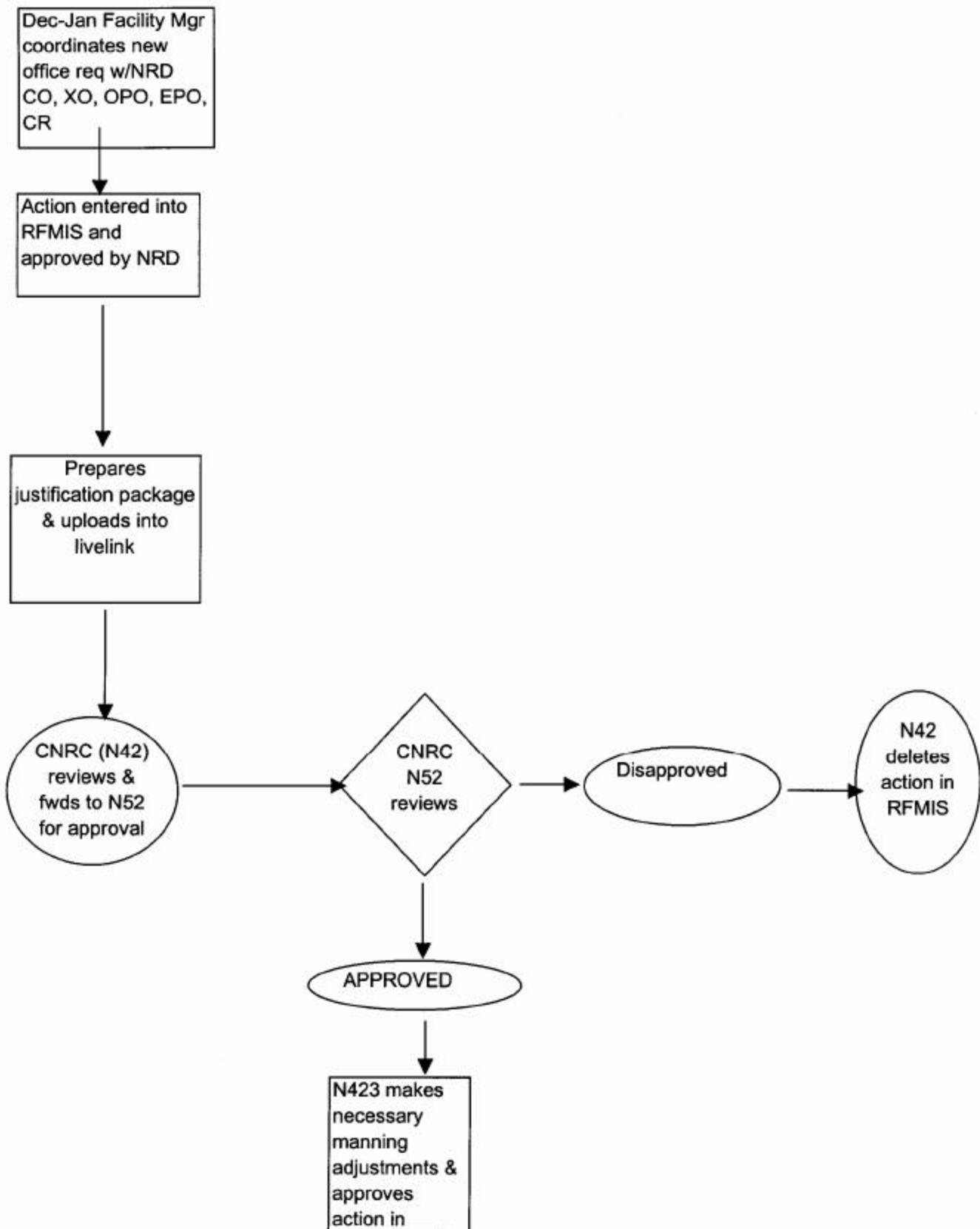
**NRS Manning Plan Process**



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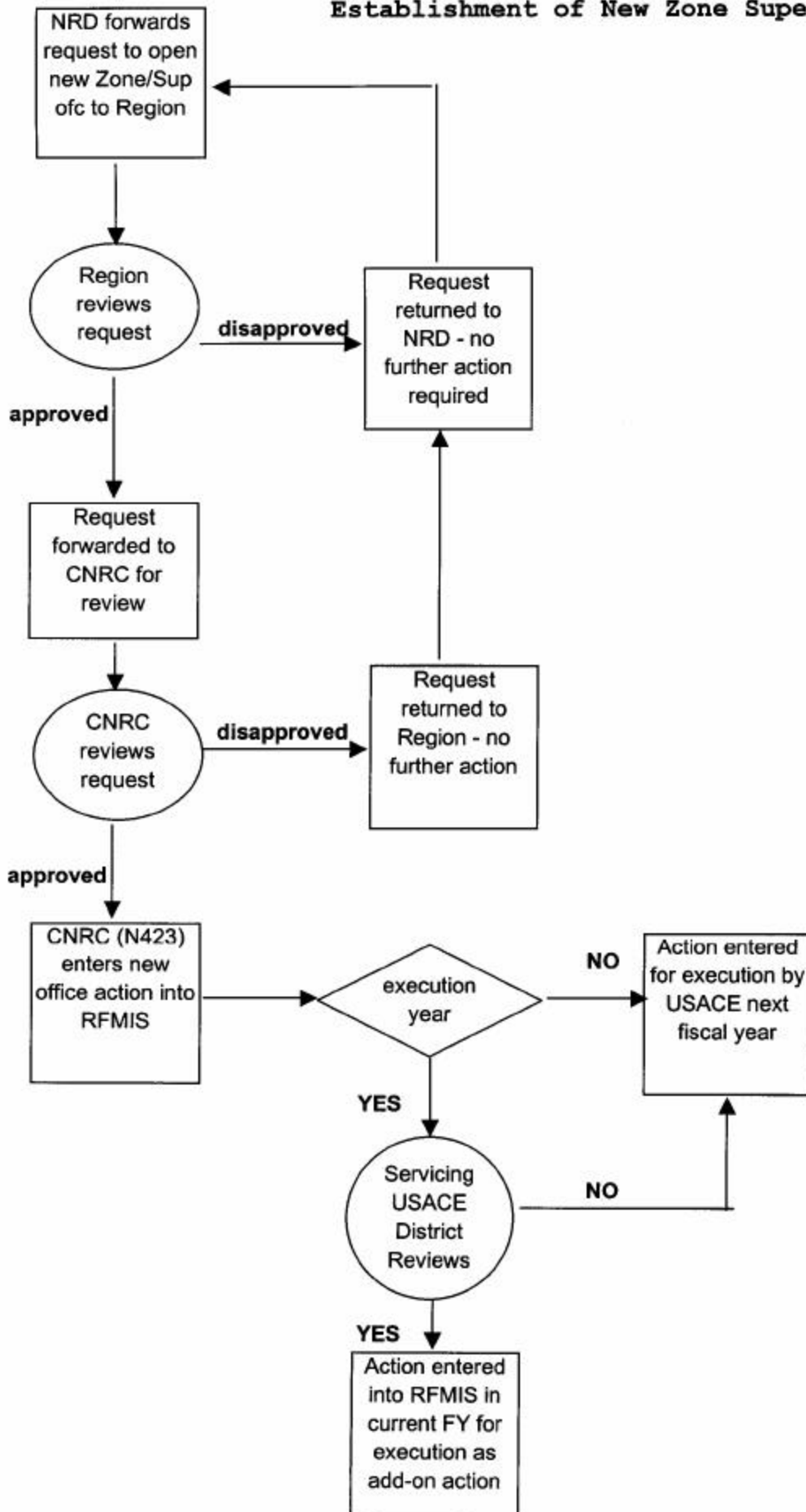
**Establishment of New Officer Recruiting Station**

30 APR 02

**Establishment of New Recruiting Station**

30 APR 02

# Establishment of New Zone Supervisor Office



30 APR 02

**Station Closure Process**